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**From:** Brinker, David [dbrinker@newscorp.com]  
**Sent:** 11/14/2014 8:08:06 PM  
**To:** Craig DiNatali [cdinatali@google.com]  
**Subject:** Re: Congrats

ok - sounds like a plan - let's connect next week.

Where the fuck are my contracts.

On Fri, Nov 14, 2014 at 12:06 PM, Craig DiNatali <[cdinatali@google.com](mailto:cdinatali@google.com)> wrote:  
in fairness to them..... the team (google team) is doing some training with him/the team on tuesday so could be lack of knowledge of how the system works...

On Fri, Nov 14, 2014 at 3:02 PM, Craig DiNatali <[cdinatali@google.com](mailto:cdinatali@google.com)> wrote:  
i can have kate put it in a very clean/clear note (she writes these better than me). But basically, what works is dynamic allocation (the integration with DFP and ADX). We get rubicon does not like it because it will 'beat' them on price. So the NYP team changed the configuration to basically turn that off so rubicon got called first. It just limits the performance.

On Fri, Nov 14, 2014 at 3:00 PM, Brinker, David <[dbrinker@newscorp.com](mailto:dbrinker@newscorp.com)> wrote:  
Let me talk to them. Can you dumb it down for me?

On Fri, Nov 14, 2014 at 11:58 AM, Craig DiNatali <[cdinatali@google.com](mailto:cdinatali@google.com)> wrote:  
thats my problem, we told them what to do to fix it, they came back and said we have to do it a different way because of rubicon. Cant fix it if there are other business rules at play we are not aware of.

On Fri, Nov 14, 2014 at 2:56 PM, Brinker, David <[dbrinker@newscorp.com](mailto:dbrinker@newscorp.com)> wrote:  
What do you need from him?

Everyone is getting a bit underwhelmed with performance of AdX on NYP. What can we do to fix that?

On Fri, Nov 14, 2014 at 11:42 AM, Craig DiNatali <[cdinatali@google.com](mailto:cdinatali@google.com)> wrote:  
<http://newscorp.com/2014/11/14/news-corp-completes-acquisition-of-move-inc/>

tell charlie to stop ignoring me

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Craig DiNatali  
Director, News and Magazine Partnerships  
Google Inc.  
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f: [646-786-4722](tel:646-786-4722)  
c: [REDACTED]

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